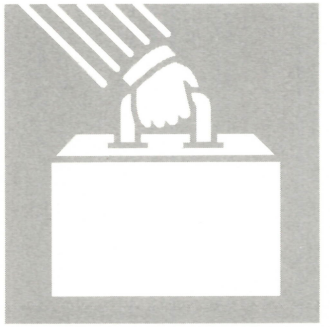


SBSS Express Seminars General Business Seminar Script.

SBSS Express Seminars
General Business Seminar Script

As you know from SBSS, small business represents a great opportunity for you. And the SBSS Express Seminars are one more selling tool you can use to reach this growing market. The Express Seminars demonstrations are condensed versions of the SBSS Business Solutions. Each runs about 20 minutes to fit within your seminar agenda and each is tailored to a different industry. Using these demonstrations in a seminar will allow you to highlight some of the most important business tasks small business customers need to perform and get many key benefits across in a short period of time.

To enhance your demonstrations, you may want to use some relevant findings of recent research studies. The results highlighted below can add impressive proof to the benefits and advantages of owning an Apple® Macintosh® personal computer. To assist you with this, an Apple Advantage presentation created in Aldus Persuasion is included with this kit.

Productivity

Productivity, for example, is a key area for small businesses. Stress that Macintosh has more built-in features, so it can do more for less money. In a recent independent survey Macintosh users rated their productivity 37% higher than MS-DOS users rated their productivity, and 32% higher than users of Windows 2.0.[1]

Training/Installation

Small business customers are also concerned about ease of training and view a short learning curve as a real benefit. However, most people don't consider the impact of training time on their purchase costs. A recent study shows that Macintosh users require less time to learn how to use their computers than users of MS-DOS systems or users of Windows 3.0.[2]

Another key point you may want to incorporate throughout your seminar is that there are thousands of programs in virtually all areas of business available for the Macintosh. You can also remind your audience that because of consistency across applications, they will be able to learn new programs more quickly.

Compatibility/Connectivity

Macintosh compatibility and connectivity are additional benefits you can highlight during your seminar. While small business customers have been told this is vital, most haven't been shown just how compatible Macintosh is. They should know that Macintosh has the capability to read from and write to MS-DOS, Windows and UNIX. You may want to demonstrate these benefits by running the Compatibility and Connectivity demo, which is included on your Express Seminars CD.

Price/Value Comparison

One of the biggest concerns of a small business about to computerize is that they make a wise and lasting investment. It is important to remind them that Macintosh systems can ultimately be less expensive than other personal computer systems because training costs, networking costs and overall support costs are much lower.[3] And when they are ready to upgrade their systems, Macintosh computers provide cost-effective growth paths.

You may also want to emphasize affordability and value, especially given the new additions to the Apple line of products. Stress that Macintosh has more built-in features, so it can do more for less money. A recent study concludes that, overall, Macintosh computers offer the best price-performance value, when compared with similarly configured IBM and Compaq personal computers.[4]

All of these points can help you build to a natural conclusion containing this kind of "bottom line" message: Macintosh is a powerful, versatile business tool that can make your audience more productive in virtually every aspect of their business. And this consistent, proven technology can be theirs at a truly affordable price.

Preparation Notes

Like the original SBSS General Business Solution, each folder contains applications that perform the functions indicated by the folder name. These demonstrations have been designed with general small business needs in mind and for presentation to a group.

As before, we have used a "Say This, Do This, Show This" format to provide easy instructions for demonstrations. We've also included a MediaTracks version of each demonstration so you can use a self-running presentation, if you choose.

Should you choose to include a broader range of demonstrations than what is featured in these condensed versions, refer to your original SBSS Business Solutions CD or customize your own demonstrations.

Here are the contents of the General Business Solution for Express Seminars.

Business Development:

- Finding Customers/HyperCard®/ MarketPlace Business
- Customer Information/FileMaker® Pro
- Customer Letter/MacWrite® II
- Geographic View/GeoQuery

Accounting:

- Dell & Reed Associates/Accountant, Inc.

Office Management:

- Forms/FileMaker Pro
- Expense Report/Microsoft Excel
- Office Communications/MediaTracks/ QuickMail

Business Management:

- Project Planning/MacProject® II
- Budget/Microsoft Excel

Marketing & Presentations:

- Newsletter/PageMaker
- Product Listing/PageMaker
- Standard Presentation/Aldus Persuasion
- Animated Presentation/MacroMind Director

[1] ***Diagnostic Research, Inc.,*** March, 1990

[2] ***Diagnostic Research, Inc.,*** March, 1991

[3] ***Gartner Group,*** June, 1989

[4] ***Ingram Laboratories*,*** February, 1991

To assign a price-performance value to the systems tested, a ratio was calculated using the manufacturer's suggested retail price (SRP) and Ingram results. The ratio is calculated by dividing a given system's performance index by the system's SRP. The greater the price-performance value, the greater the system's value to the customer (that is, a system with a .5 ratio offers greater value than a .3 system).

Based on manufacturer's suggested retail prices as of February, 1991. Current SRPs may have changed.

Using the Automated Business Solution Demonstrations

Each of the five folders appearing in the General Business demonstration has been recorded separately in color MediaTracks. You may select the order in which you would like to demonstrate them. At the bottom of the screen you will find 3 buttons that will allow you to navigate through each demonstration.

Play Button (▶) – Allows you to continually move forward.

Pause Button (❚❚) – Allows you to momentarily stop the demonstration.

Stop Button (■) – Allows you to quit the demonstration.

In addition to those icons, MediaTracks will allow you to control the playback of tapes by using the Macintosh keyboard. Below is a list of the commands and the keys that activates the demonstration.

Launching the Automated Business Solutions

- Open Express Seminars Solutions folder.
- Open Automated Demonstrations folder.
- Open General Business folder.
- Open General Business tape icon to begin.

To view the MacroMind demonstration included in this Business Solution:

- Click the Quit to Animation button.
- Double click the Animated Presentation icon.
- When finished, double click the General Business tape icon to resume the MediaTracks demonstration.

General Tips

Display or Hide the Control Panel

Pressing the "H" key on the keyboard will display the control panel for MediaTracks. Clicking on any one of the icons activates them. Pressing the "H" key again will shrink the control panel into an icon. You can hide the icon by holding down the Option key and clicking the icon.

Speed Control

Pressing the "Up Arrow" (↑) on the keyboard will speed up the playback of the tape.

Pressing the "Down Arrow" (↓) on the keyboard will slow down the playback of the tape.

Pause

By pressing the "P" key, you pause the playback of the tape. Pressing the key once more will cause the tape to play again.

Stop

To stop a tape press the "S" key. Most of the time this will also cause MediaTracks to quit, taking you back to the Finder.

Rewind (Start over)

To replay a tape from the beginning press the "[" key.

Repeat

Pressing the "A" key will cause MediaTracks to replay the current tape over continuously. To turn off this feature press the "A" key once more. Pressing the "S" key will still stop the tape playback.

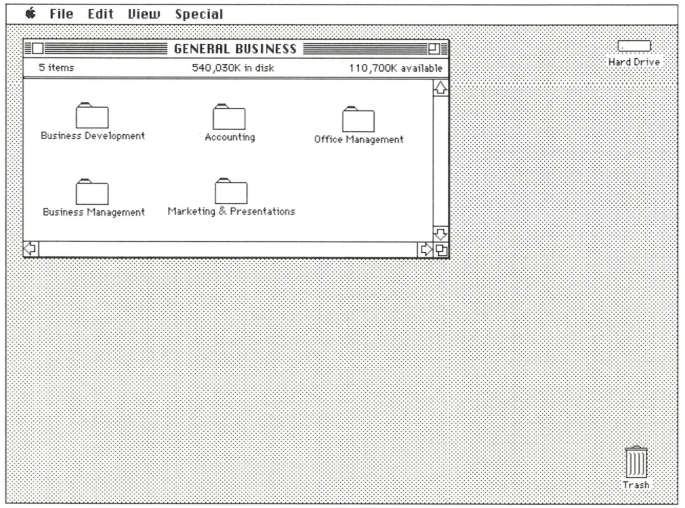
Skip Forward

To skip immediately to the beginning of the next feature, press the "forward arrow" (→) key.

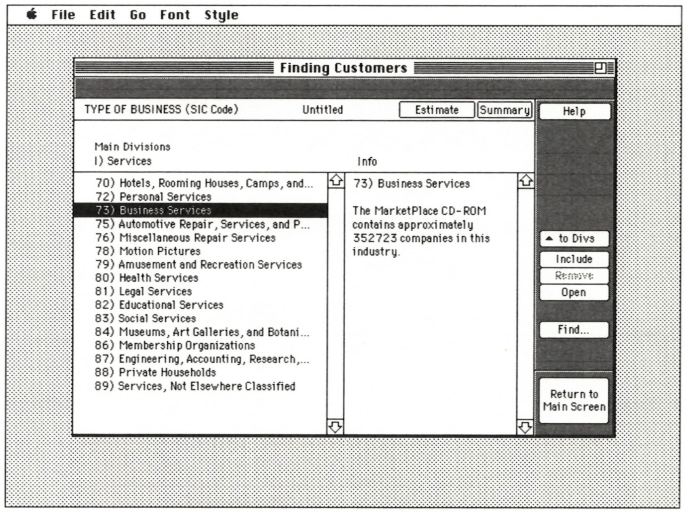
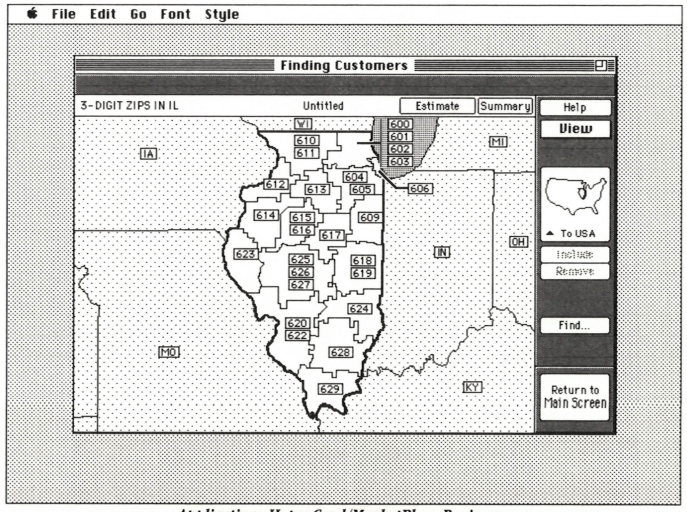
Skip Back

Pressing the "backward arrow" (←) key takes you back to the beginning of the current tape.

General Business

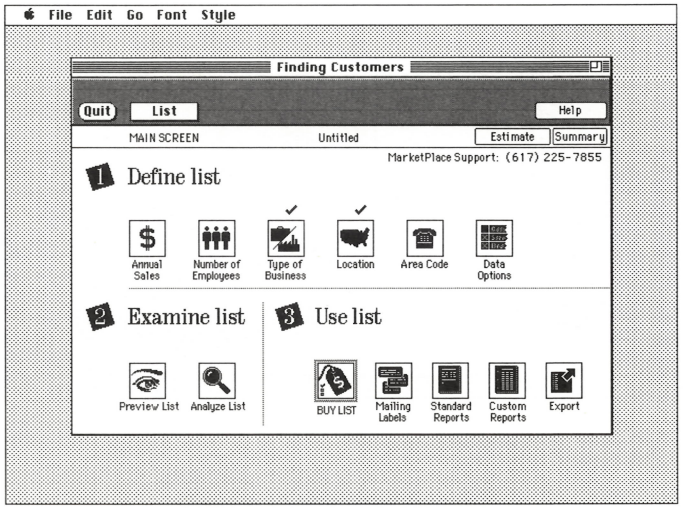
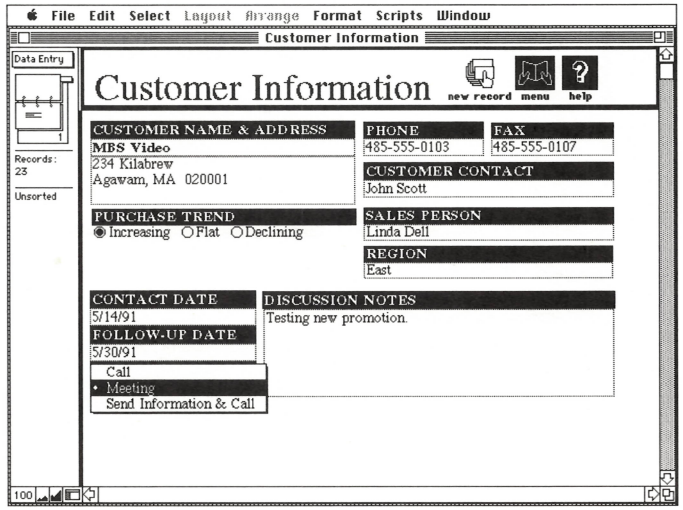
Say This	Do This	MediaTracks Do This	Show This
In today's business climate, you have to be versatile to stay competitive. And Apple Macintosh personal computers can help you run your entire office more efficiently because it's as versatile as you are. Offering thousands of powerful business software applications to choose from, Macintosh computers work for you to provide better service to your customers — and improve your bottom line.	Open **Hard Drive** by double clicking the icon or by selecting it (clicking once) and choosing **Open** under the File menu. Open **General Business** folder. ▸	Open **General Business** tape icon.	
Business development, accounting, office management, marketing and presentations are important functions of most businesses. We'll go through examples of how Macintosh can help with each area. Notice that the Macintosh is organized like your business is — no directories or complicated commands. Just folders showing the work that needs to be done.	Use the mouse to move the pointer over each folder as you name it.		
As you'll see throughout this demonstration, all Macintosh software programs share consistent menus and use commands in plain English, like, cut, copy and paste. There's even an undo command if you change your mind about something you've just done.	Use the mouse to highlight the pull-down menus, pointing out some common commands in the Edit menu.		

Business Development

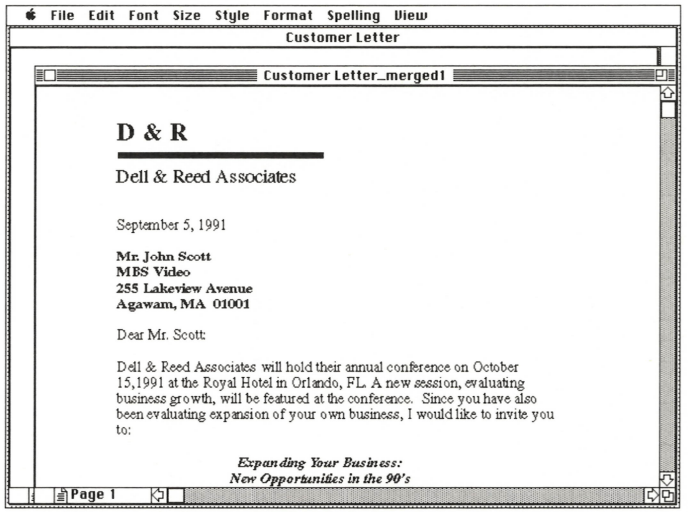
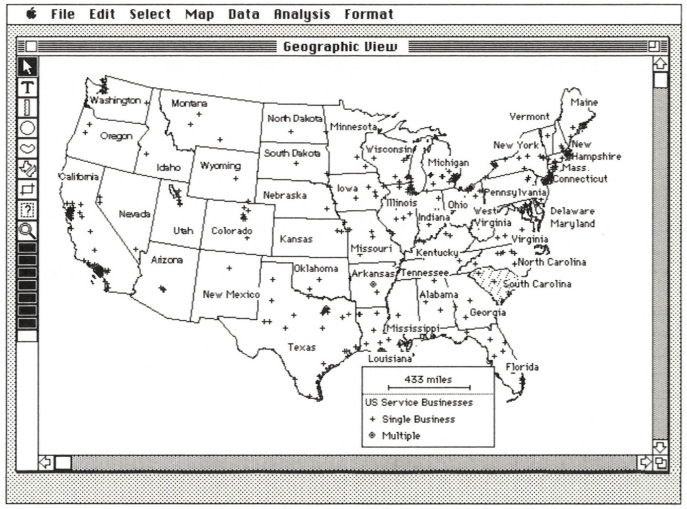
Say This	Do This	MediaTracks Do This	Show This
Since finding new customers is critical to every business, we'll start with Business Development. Some of you may want to expand your company's customer base in a particular geographic area or industry. Macintosh can help you analyze your options. Only Macintosh allows you to perform these functions easily because the software I am showing you is available *only* on the Macintosh.	Open **Business Development** folder. Open **Finding Customers** document. Click **Start** button. Click **Run This Demo** button. Click **Type of Business** icon. Double click **Services**. Click **Business Services** item. ▸ Click **Include** button. Click **Return to Main Screen** button.	Click on **Business Development** folder to launch demonstration.	
Let's say you want to increase your percentage of service customers. One way to do that is to generate a mailing list of the type of customers you wish to reach. • To choose the type of industry you wish to target, simply click on Type of Business. • When you ask for descriptions of these categories, they'll show up in the right-hand column.		Click on **play** button (▶) to continue throughout.	
Once you've selected the type of business, you can choose the location you wish to target. Let's look at Illinois. • Within each state you can view by 3-digit zip code. • You can then select a 3-digit zip code and include it in your list to purchase.	Click **Location** icon. Click **IL** box to zoom into Illinois. ▸ Click any 3-digit zip code. Click **Include** button. Click **Return to Main Screen** button.		

Application: HyperCard/MarketPlace Business

Application: HyperCard/MarketPlace Business

Say This	Do This	MediaTracks Do This	Show This
You may want to see detailed information on each business, like number of employees or annual sales, to be sure you're targeting the types of customers you want. When your analysis is complete, you can use the Macintosh to preview, "buy" and save the list of the prospects you've chosen. Now you're ready to market to these new prospects. You can generate mailing labels to send out company or product information. You can also produce standard reports, like prospecting or telemarketing reports.	Click **Preview List** icon. Click **Build** button. Review selected list. Click **Return to Main Screen** button. Click **Buy List** icon. Select **Street address (1 unit/record)** box. Click **Buy** button. ▸ Click **Quit** button on screen. Click **Yes** to reset demo.	•	 *Application: HyperCard/MarketPlace Business*
If your companies are like most others, you manage a lot of information — including customer or vendor records. With database programs, a Macintosh can help you access and organize that information. For example, you can use your Macintosh to track information, like key decisions made in your last meeting and the follow-up needed. And once you know that, you can service your customers even more efficiently. • You can run a variety of reports from your database, too, like a contact history report. This will give a list of past customer contacts, parties involved and decisions made.	Open **Customer Information** document. Highlight **Customer Address** text box, then type in a new address. Click below **Follow-Up Action** box to see selection options. Select **Meeting** from Follow-Up Action pull-down list. ▸ Click bottom of **Book** icon (⊟ – upper left corner of the screen) and browse through several records. Click **Menu** icon to see report options. Click **Contact History** icon. Click **50** button in lower left corner to view at actual size. Click **Continue** button. Click **Data Entry (pencil and pad)** icon. Choose **Quit** from File menu.	•	 *Application: FileMaker Pro*

Business Development

Say This	Do This	MediaTracks Do This	Show This
With this type of information computerized, you can customize your correspondence to specific customers quickly and easily. Say you want to invite all active customers to a seminar you're holding. • Simply indicate the information you need for your letter such as company name, address, etc. As you can see, the selected information from your database is now merged with the form letter.	Open **Customer Letter** document. Choose **Open Merge Data File** from File menu. Open **Customer List** document. Close **Insert Merge Field** window. Choose **Merge** from File menu. Click **New Document** button, then click **Merge** button in Merge dialog box. ▸ Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears. (This occurs twice.)	•	 *Application: MacWrite II*
Some of you have customers all over the country. Let's say you're planning a trip to the East Coast and want to review key information on customers there before you make sales calls. You can easily view information like contact name, title, address, number of employees and annual sales. • What's more, you can view all customers within a given geographic location.	Open **Geographic View** document. ▸ Using **Magnifying Glass** tool (🔍 – bottom tool in toolbox), double click on a (+) on the **East Coast**. Using **Circle** tool (◯ – fourth tool from top in toolbox), position it on a (+) and **draw** an approximate 100 mile radius. Select **Pin List** from **Analysis** menu. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.	•	 *Application: GeoQuery*
Macintosh can help make your whole Business Development process more efficient and effective. It helps you find prospects, manage information, track customer files and communicate with customers on a regular and customized basis. All with one computer and with software programs designed to look and work alike.	Close **Business Development** folder.	End of demonstration.	

Accounting

Say This

We know that accounting is a critical function in all of your businesses. Macintosh accounting applications can help you maintain more accurate financial information and make better business decisions.

Macintosh accounting programs are easier to understand and use, and more responsive to your business needs. They can help you manage general ledger, accounts receivable and payable, inventory, payroll and more. And the Macintosh can help you view complex information in clear, understandable ways, making it easier to interpret.

What you see on the screen looks a lot like the accounting forms you use manually.

- Using the pull-down menus, we can create an invoice and automatically add information from customer and inventory databases.
- By clicking on a customer's name, all relevant information is transferred to the invoice — address, terms, discounts, etc.

Do This

Open **Accounting** folder.
Open **Dell & Reed Associates** document.
Click mouse once to continue.
Show pull-down menus for **Journals**, **Forms**, **Payroll** and **Reports**.
Choose **Invoice** from Forms menu.
Press **Tab** key. The Customers window appears.
Double click any **customer name** to enter on the invoice.
Click first line of **Product #** column and press **Tab** key. The Inventory window appears. ▶
Double click **Book 1** to enter it on the invoice.
Enter **2** into the first line of **Ordered** column.
Press **Tab** key.

MediaTracks Do This

Click on **Accounting** folder to launch demonstration.

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Click on **play** button (▶) to continue throughout.

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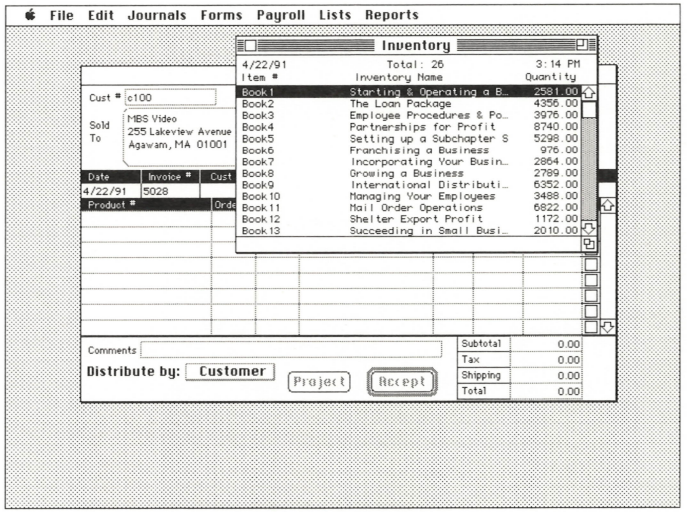
Show This



Application: Accountant, Inc.

Say This

Even though you may not be an accountant, Macintosh helps you manage what money is coming in and what is going out.

- You can prepare financial reports, like trial balance, income statement, or accounts receivable and payable aging reports.
- Customer analysis lets you access other types of reports to help you better manage your business. See how "credit available" indicates whether or not your customer has exceeded their credit limit?

Macintosh can also help you track inventory.

- With a description of the inventory item displayed on this form, you can make references to the exact item you need, and eliminate confusion.
- You can also monitor how many inventory items have shipped and how many are still available in stock.

With this kind of accurate information available instantly, you can manage your inventory more effectively and provide better customer service.

Now that you've seen how Macintosh can help handle your finances, let's look at how it can help you improve the efficiency and organization of your office.

Do This

Under **Reports** menu, use **Analysis** submenu to choose **Customer**. The Customer Analysis window appears.
Click **Credit Available** to select it.
Click **Analyze** button to create a report. ▶
Close **Customer Analysis: Credit Available** window.
Close **Customer Analysis** window.

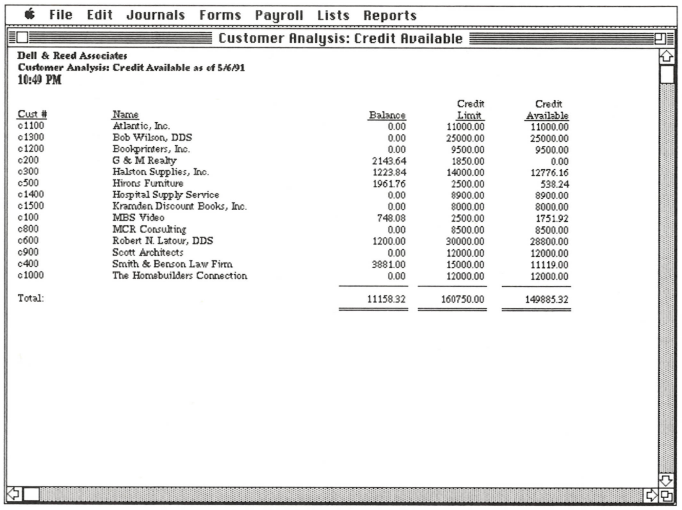
Choose **Inventory Adjustments** from Edit menu.
With cursor in **Item #** field, press **Tab** key to display inventory.
Double click **Book 1**. ▶
Choose **Quit** from File menu.

Close **Accounting** folder.

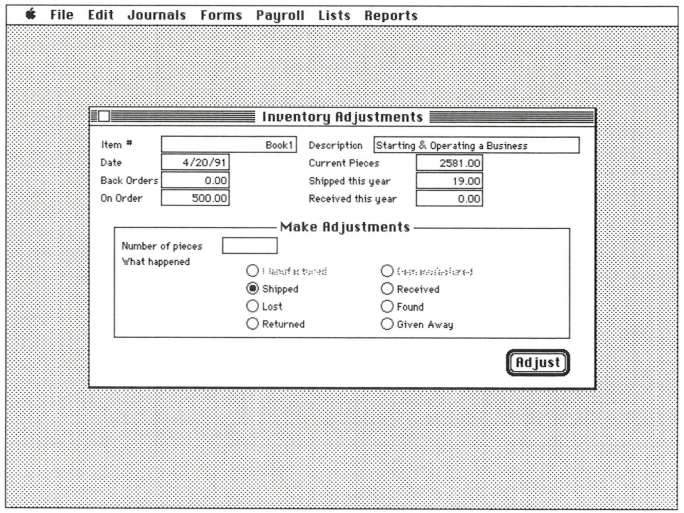
MediaTracks Do This

End of demonstration.

Show This

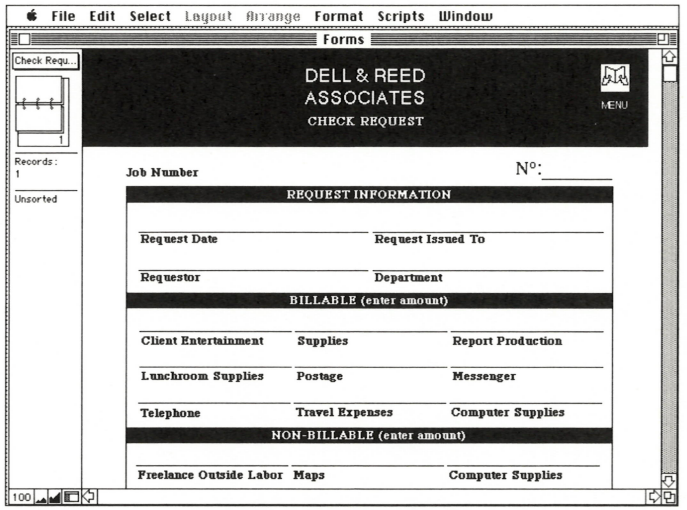
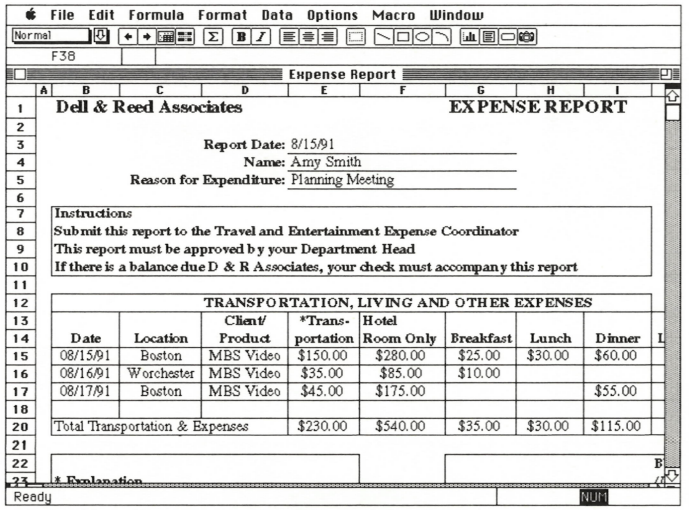

File Edit Journals Forms Payroll Lists Reports
Customer Analysis: Credit Available
Dell & Reed Associates
Customer Analysis: Credit Available as of 5/6/91
10:49 PM
Cust # Name Balance Credit Limit Credit Available
c1100 Atlantic, Inc. 0.00 11000.00 11000.00
c1300 Bob Wilson, DDS 0.00 25000.00 25000.00
c1200 Bookprinters, Inc. 0.00 9500.00 9500.00
c200 G & M Realty 2143.64 1850.00 0.00
c300 Halston Supplies, Inc. 1223.84 14000.00 12776.16
c500 Hirons Furniture 1961.76 2500.00 538.24
c1400 Hospital Supply Service 0.00 8900.00 8900.00
c1500 Kranden Discount Books, Inc. 0.00 8000.00 8000.00
c100 MBS Video 748.08 2500.00 1751.92
c800 MCR Consulting 0.00 8500.00 8500.00
c600 Robert N. Latour, DDS 1200.00 30000.00 28800.00
c900 Scott Architects 0.00 12000.00 12000.00
c400 Smith & Benson Law Firm 3881.00 15000.00 11119.00
c1000 The Homebuilders Connection 0.00 12000.00 12000.00
Total: 11158.32 160750.00 149885.32

Application: Accountant, Inc.

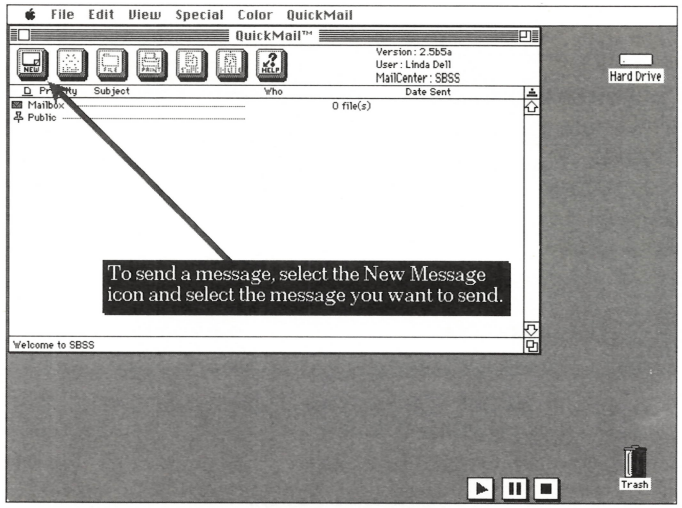


Application: Accountant, Inc.

Office Management

Say This	Do This	MediaTracks Do This	Show This
Automating forms on a computer can make record keeping more accurate and help to eliminate some of the paperwork that can be so time consuming. With information stored safely, you won't have to worry about losing that important order or report. It will also give you better control, saving both time and money. • You can automate existing forms or design new ones, like the check request you see here. • You can also use this process to create subscription requests, purchase orders, and more.	Open **Office Management** folder. Open **Forms** document. Click **Check Request** icon. A check request form appears. ▸ Click **Menu** icon. Click additional **forms** icons to view, then click **Menu** icon. Choose **Quit** from File menu.	Click on **Office Management** folder to launch demonstration. Click on **play** button (▶) to continue throughout.	 *Application: FileMaker Pro*
Here's an example of an expense report form you could design for your business. • Notice how it recalculates and totals all items as they are entered. • What's more, since these reports will stay on file unless you choose to delete them, they're always there for quick reference. With Macintosh, your forms will not only be customized and readily accessible, they'll be more accurately filled in. And that means better record-keeping.	Open **Expense Report** document. ▸ Scroll to view additional portions of the document. Click **cell E16** in the expense report, then type a number. Press **Return** key to enter number and recalculate total. Choose **Undo Entry** from Edit menu. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.		 *Application: Microsoft Excel*

Office Management

Say This	Do This	MediaTracks Do This	Show This
Enhanced interoffice communication is another benefit with Macintosh. You can send messages and mail instantly from one person to another via electronic mail. Accessing it is easy, too — simply select it from the Apple menu. To send a message, select the New Message icon and the message you want to send. Click in the boxes you wish to select. • After typing in your message, select the Send icon and indicate who you are sending the message to. You can even send an entire file to someone in your office, facilitating team work. When sharing information is so easy, your employees can participate more fully and contribute more to projects. You can share files with customers, too, even if they're working on other systems, such as MS-DOS or UNIX. It's one more way Macintosh makes the most of your connections, saving time and money. Now let's look at how the Macintosh can help you plan ahead for both short and long-term projects.	Open **Office Communications** document. Click on **play** button (▶) to continue throughout. ▶ Demo automatically returns to desktop. Close **Office Management** folder.	• • • • End of demonstration.	 *Application: MediaTracks/QuickMail*

Business Management

Say This

Accurate planning can be critical to your business. And Macintosh can help you plan and track projects with more efficiency and flexibility than ever before.

Some projects may require many different tasks. For example, here's a franchise plan that's being developed for a customer.

- Notice how every project component is shown in schedule chart (PERT) format. But what if something changes?
- Let's say you just found out the final research report will be 5 days late. When we change the number of days allocated from 15 to 20 every other date is recalculated.

If your end date can't change, you can "freeze" it and still allow all other dates to be recalculated and critical times to be highlighted.

We can also report on this project in many different ways. This is a listing of every component and date in chart layout.

Do This

Open **Business Management** folder.
Open **Project Planning** document. ▸
Click inside **Final Research Report** box.
Choose **Show Task Info** from Task menu.
Change Task Duration from 15 to 20 days.
Close **Final Research Report** window.
Click **OK** when Task Duration box appears. Note change in critical path.
Show the change in **dates** (upper left corner of the **Final Research Report** box).
Choose **Project Table** from Chart menu.
Review **task boxes**, noting how they list earliest start, latest finish, resource required and elapsed time.
Choose **Quit** from File menu.
Choose **No** when Save Changes dialog box appears.

MediaTracks Do This

Click on **Business Management** folder to launch demonstration.

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Click on **play** button (▶) to continue throughout.

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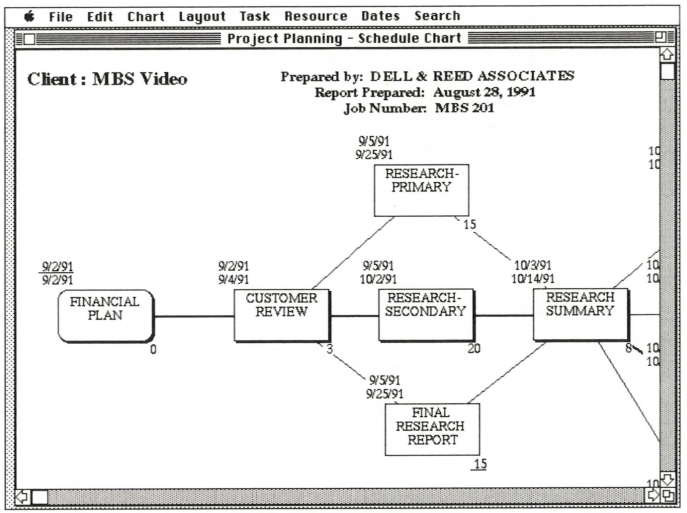
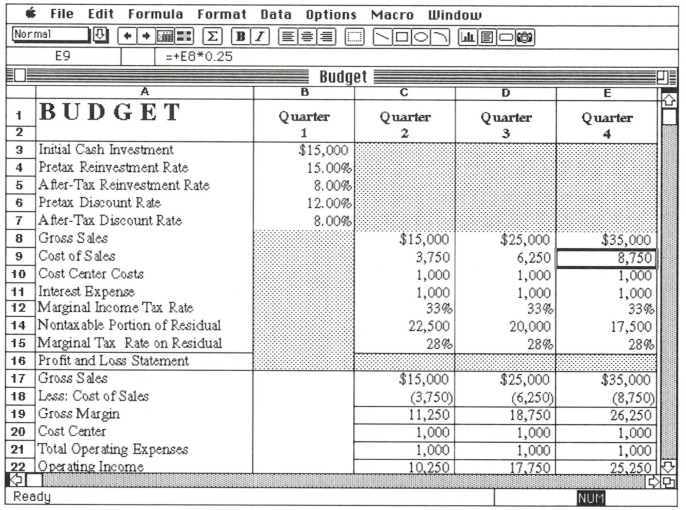
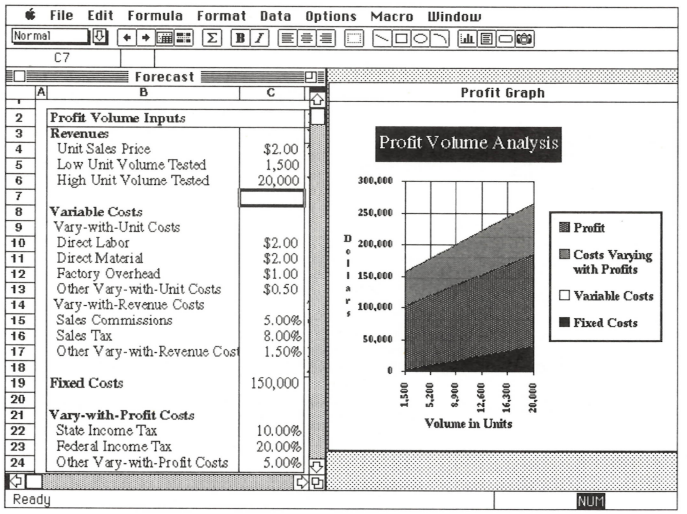
Show This



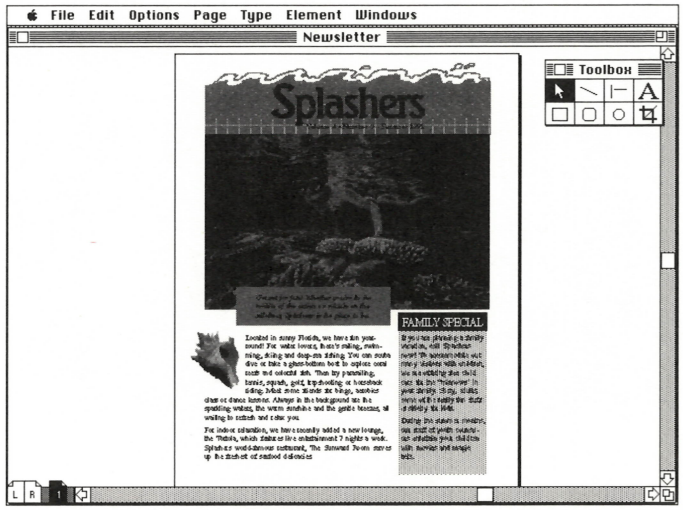
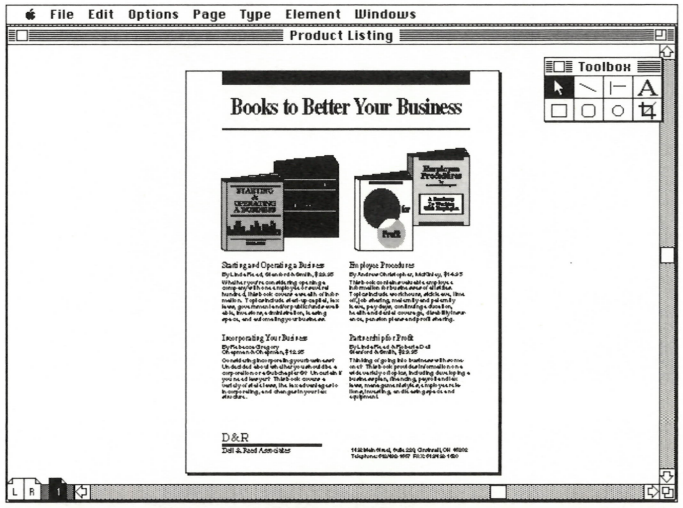
Application: MacProject II

Say This	Do This	MediaTracks Do This	Show This
Not only can the Macintosh help you manage projects, it will also give you better control over your finances. • See how this change in gross sales automatically recalculates the gross margin and cost of sales, as well as other budget lines. • In fact, you can use Macintosh as a planning tool by changing any of the budget variables and watching how they impact your finances.	Open **Budget** document. Click **cell C8** and type **15000**. Press **Return** key to enter new figure ($15,000). In the same way, change **cells D8** and **E8** to $25,000 and $35,000, respectively. The gross margin, cost of sales and other totals will automatically recalculate. ▸ Scroll to view the entire worksheet. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.	•	
Succeeding in business means staying on top of it. With Macintosh you can project revenues, do simulations and conduct break-even analyses. • You can even create graphs and charts to depict the information in any spreadsheet. • When you enter new data, the totals change and the new data also changes in your graph.	Open **Forecast** document. Resize spreadsheet window to fit left side of screen, showing columns A, B and C. Choose **Open** from File menu and open **Profit Graph** document. Click **Forecast** window to make it active. Click **cell C4** (Unit Sales Price) and type **2**. Press **Return** key to enter new figure ($2.00). In the same way, change **cell C5** (Low Unit Volume Tested) to 1,500 and **cell C6** (High Unit Volume Tested) to 20,000. ▸ Note that the **Profit Graph** changes to correspond to new figures. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears. (This occurs twice.)	•	
Furthermore, you can use the chart developed here in other documents such as a financial report to your bank.		•	
Finally, let's talk about marketing and presentations.	Close **Business Management** folder.	End of demonstration.	

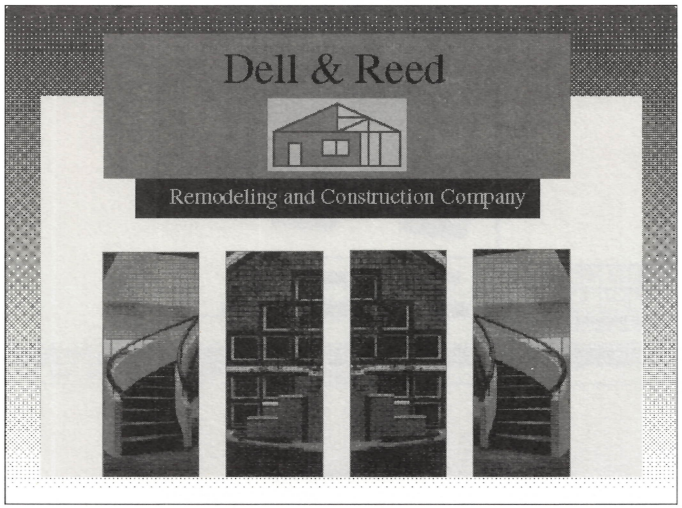
Application: Microsoft Excel

Application: Microsoft Excel

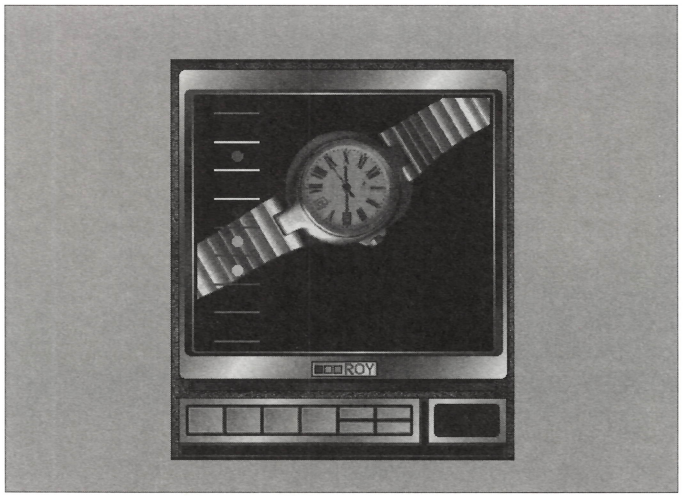
Marketing & Presentations

Say This	Do This	MediaTracks Do This	Show This
The look of your marketing materials says a lot about your business. And with the outstanding graphics capabilities of Macintosh, you can create all types of marketing materials. Here are a few samples. Whether you're just starting to produce marketing materials, or if you've been doing them for some time, you can produce them in-house, efficiently and professionally with a Macintosh. You can save time and money and have more control over the final product. This may even be a service you can offer your customers.	Open **Marketing & Presentations** folder. Open **Newsletter** document. ▸ Click on text in the first paragraph. Choose **Edit story** from Edit menu. Editing window appears. Highlight a portion of text. Under **Type** menu, use **Type style** submenu to choose **Bold** and **Italic**. Close editing window. Choose **Actual size** from Page menu. Scroll to view text changes. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.	Click on **Marketing & Presentations** folder to launch demonstration. • • Click on **play** button (▶) to continue throughout. • • • • • • • • • • • • • • •	 *Application: PageMaker*
Here is a product listing. New product information such as pricing changes can be made easily and quickly since you are producing the document in-house.	Open **Product Listing** document. Choose **Fit in window** from Page menu to see complete sample layout of the product listing. ▸ Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.		 *Application: PageMaker*

Say This	Do This	MediaTracks Do This	Show This
Macintosh can help you make important customer presentations, too. • Use it to create high quality slides, overheads or leave behinds. • Here's an example of a sales pitch a construction company might do. • Think of the power this would give your sales force. If each sales person had a Macintosh, not only could they use the database we talked about earlier, they could generate their own proposals and customer presentations quickly.	Open **Standard Presentation** document. Choose **Slide show** from File menu. Click **OK** when Slide show options window appears. ▸ Slide show launches automatically. When done choose **Quit** from File menu.	•	*Standard Presentation*
In other words, with Macintosh, you can explore lots of creative options to choose the best one for the situation.		•	
What if you want a presentation with more sizzle? With Macintosh, you can even animate your presentations. • As you can see, you can add extra excitement to your presentations. Imagine the other possibilities, too — your own trade show videos, training materials and special sales tapes.	Open **Animated Presentation** document. The presentation launches and ends automatically. ▸	•	*Animated Presentation*
	Close **Marketing & Presentations** folder.	End of demonstration.	



Application: Aldus Persuasion



Application: MacroMind Director

Summary

Say This

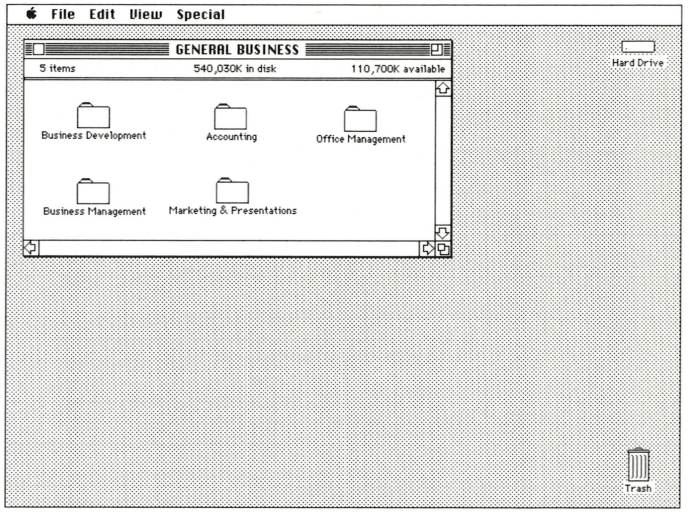
Today I've shown you how to manage your entire business with one computer, the Macintosh. So whether you're handling accounts receivable and payable, creating a brochure, managing a project or managing your office, this tool will help make sure it's easy, affordable and only a click of the mouse away.

Macintosh works the way you do. It adapts to your working environment, gives you more control over your business and provides solutions to virtually all of your business needs. And it offers a proven growth path for the future. That's the power of Macintosh. That's why it should be your computer.

Do This

MediaTracks Do This

Show This



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*__Ingram Laboratories__, February, 1991: A Performance Report: Apple Macintosh Computers vs. IBM and Compaq, tested and certified by Ingram Laboratories, February 1991. The Ingram Study tested a variety of systems running applications available for both the Macintosh and Windows 3.0 environments, on Macintosh, Compaq and IBM computers. Price-performance value is calculated by dividing a given system's performance by the system's SRP.

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SBSS Express Seminars
Business Solutions Directory: General Business

Located on your SBSS Express Seminar CD is a HyperCard stack of Macintosh business solutions including Apple and third party software and hardware products called the Apple Business Solutions Directory. It includes detailed product descriptions, pricing, system requirements and developer contact information. Use this tool as an information resource to provide your customers with details about Macintosh applications that are available to meet their specific needs.

Here's a sample of the General Business solutions found in the directory, more detailed information about these products are located on the CD:

FileMaker Pro

Claris Corporation
5201 Patrick Henry Drive
Santa Clara, CA 95052
(408) 987-7000

FileMaker Pro combines sophisticated features and an intuitive interface so that even new Macintosh users can quickly become productive with their data. Heralded by beginners and "power users" alike, FileMaker Pro allows you to produce professional quality reports and forms. FileMaker Pro brings you the graphical power to transform your raw data into valuable information. And FileMaker Pro can grow with you into a comprehensive, file-sharing workgroup application.

MacWrite II

Claris Corporation
5201 Patrick Henry Drive
Santa Clara, CA 95052
(408) 987-7000

MacWrite II users can create a broad range of documents from daily correspondence and short reports to sophisticated proposals, multi-column newsletters or 1000 page manuscripts. MacWrite II offers precision formatting tools, custom styles, and special editing capabilities. Features include the ability to edit multiple documents simultaneously; directly import/export documents in Microsoft Word, Microsoft Works, WordPerfect, WriteNow, PICT, TIFF, MacPaint and many other applications. It also includes mail merge; multiple columns; footnotes/endnotes; page preview with full WYSIWYG; font sizes 2 to 500 points; custom styles and stationery templates, virus protection assistance; on-line help, a 100,000 word dictionary, and a 1.32 million response thesaurus.

MarketPlace Business

MarketPlace Information Corporation
1 Canal Park
Cambridge, MA 02141
(617) 225-7850

MarketPlace Business is a CD-ROM-based product that combines software for targeting customers, analyzing markets, and creating mailing lists with databases of names, addresses, telephone numbers, and marketing information for more than 7 million U.S. businesses. Designed to run on the Macintosh computer, MarketPlace Business allows sales and marketing professionals to identify new markets and locate business prospects without incurring the expense and delay of traditional direct marketing techniques.

Microsoft Excel

Microsoft Corporation
1 Microsoft Way
Redmond, WA 98052-6399
(206) 882-8080

Microsoft Excel is a powerful spreadsheet program for the Macintosh computer. It delivers on the promise of power made easy. An innovative on-screen Toolbar lets users sum rows or columns of numbers, format data, create charts, and produce impressive output with just a click of the mouse.

Quicken

Intuit
155 Linfield Avenue
Menlo Park, CA 94026
(415) 322-0573

Quicken is a fast and easy way to manage home and small business finances. Quicken helps users track bill payments, checkbook balances, budgeting, and spending. Tax preparation time can be cut to minutes.

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Wood & Clay, Inc.

Wood & Clay is a design and construction company for private homes in Meredith, New Hampshire. They employ from 3-10 people. They own 11 Macintosh computers, an Apple Scanner, Apple Fax and a Modem Daynafile. This document was created using an Apple Scanner and Canvas.

For more examples of materials created by small businesses using Macintosh computers, review the contents of the Made on Macintosh folder found on the SBSS Express Seminars CD.

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Shop Drawing Log

University Hospital job number 2646

Spec Section

Page of Section
?

Ref #	Description	Sub No.	Date In Date Due Num In	Date To Cons Num To	Date To Cons2 Num To	Date To Cons3 Num To	Date Retd Num Retd	Date Out Days Held Num Out	Action
10500 -1.27B	A-110 Anchor Bolts @ Service Tunnel to Grace Bldg A-111 Leveling Plate Details @ Tunnel Connection WWC-2 Calcs for Tunnel Cover Letter from Subcontractor	2	11/27/99 12/11/99 1s4p	11/28/99 ST&P 1s4p	12/5/99 R-T 1s3p		12/9/99 1s2p	12/9/99 12 1s1p	2
15500 99-1.21	Faucet Cuts	1	12/3/99 12/17/99 1s2p	12/4/99 RGV 1s2p			12/10/99 1s1p	12/11/99 8 1s	1
16500 100-20	E-17, 18,19, 20 Electrical drawings	2	12/19/99 01/02/2000 1v2p	12/20/99 BR+A 1r2p			12/28/99 1v1p	12/30/99 11 1v	2
10500 5500-2.20	S-211 Retaining wall revision per ASI 211	1	12/30/90 01/13/91 1s2p	12/30/99 ST&P 1s1p			1/10/00 1s	1/11/2000 3299 1s	
10500 5500-2.20	S-211 Retaining wall revision per ASI 211	1	12/30/90 01/13/91 1s2p	12/30/99 ST&P 1s1p			1/10/00 1s	1/11/2000 3299 1s	2
10500 5500-2.20	S-211 Retaining wall revision per ASI 211	1	12/30/90 01/13/91 1s2p	12/30/99 ST&P 1s1p			1/10/00 1s	1/11/2000 3299 1s	3
10500 5500-2.20	S-211 Retaining wall revision per ASI 211	1	12/30/90 01/13/91 1s2p	12/30/99 ST&P			1/10/00	1/11/2000 3299	3

Shepley Bulfinch Richardson and Abbott, Architects

As an architecture firm, Shepley Bulfinch Richardson and Abbott designs hospitals, libraries, and other academic buildings. They have twenty-nine Macintosh computers ranging from the Macintosh Plus to the Macintosh IIci. The firm uses several storage systems such as Bernoulli and Dayna drives and tape systems from Exabyte and GCC. They use an Apple LaserWriter and a Versatec Electrostatic plotter for printing.

Shepley Bulfinch Richardson and Abbott uses FileMaker from Claris to keep an up-to-date log of all drawings submitted by the contractor and subcontractors. For more examples of materials created by small businesses using Macintosh computers, review the contents of the Made on Macintosh folder found on the SBSS Express Seminars CD.

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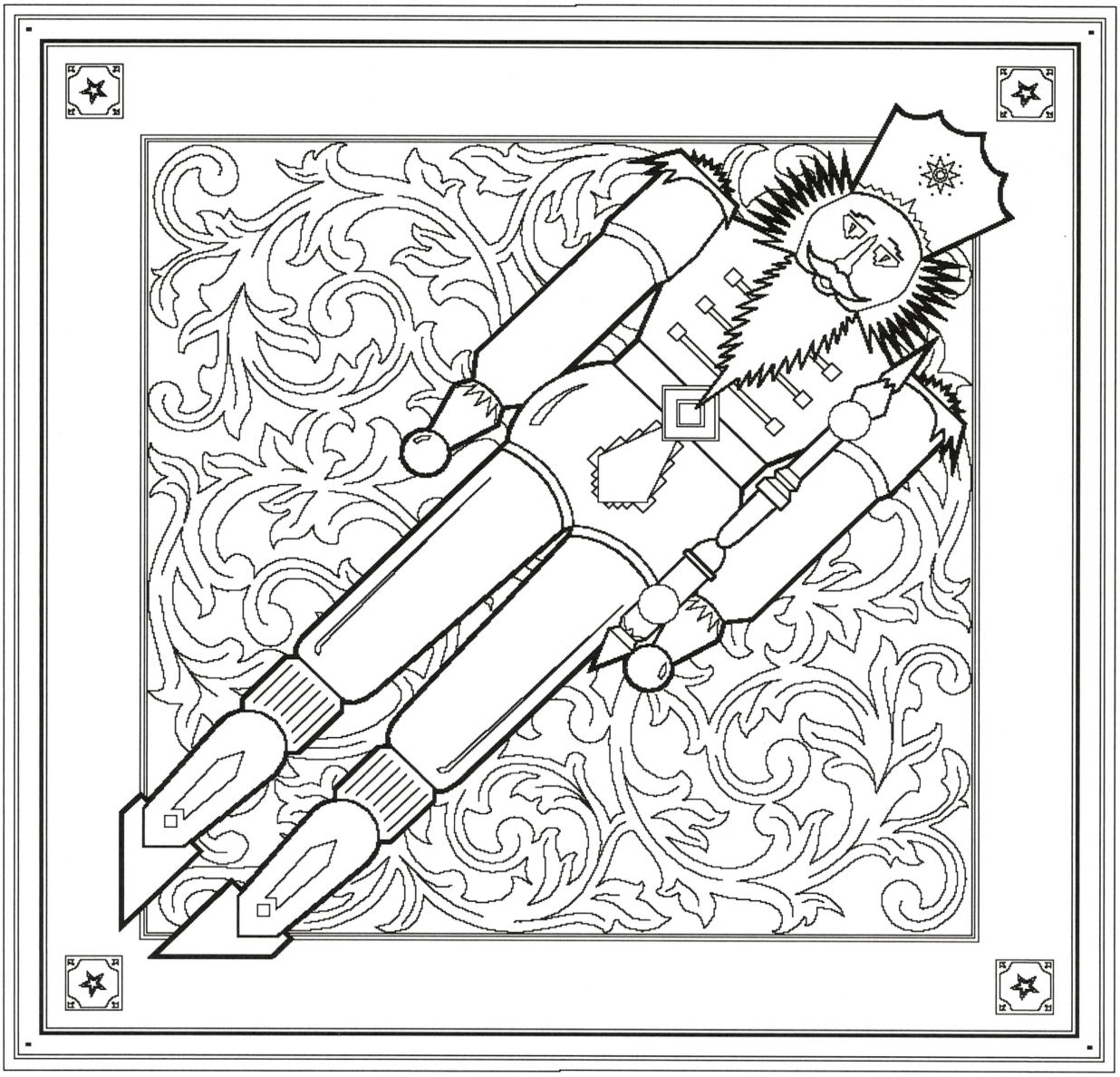

Sackett Design

Sackett Design of San Francisco, CA specializes in graphic design. Using 5 employees and several Macintosh II computers the company produces artwork and graphics for a wide variety of customers. Sackett Design also uses Radius 2-page displays, MacSync color monitors, Microtek color scanners, Syquest removable drives and Apple LaserWriter IINTX printers.

This document, the Marin Ballet Nutcracker Poster, was created using Adobe Illustrator 88 software. The design firm uses other software including, Quark Express, MacWrite, Color Studio and Image Studio.

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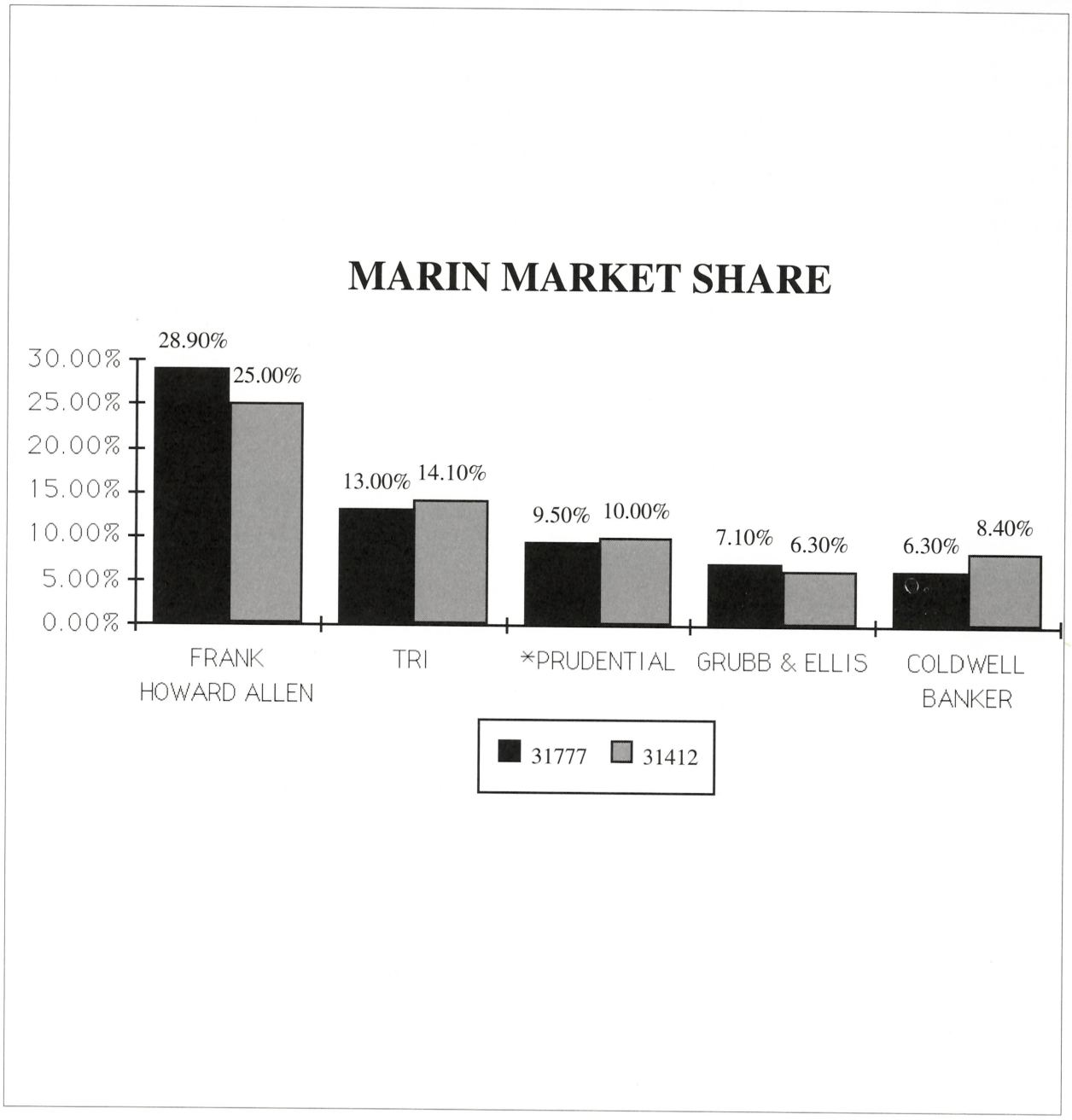

Frank Howard Allen & Company

One of the largest real estate brokers in northern California, Frank Howard Allen & Co. employs 48 clerical staff members as well as a group of licensed agents. They use 42 Macintosh computers for accounting, forecasting, customer flyers and publications.

This graph was prepared using PageMaker from Aldus. A Radius full-page display was used to view the entire document. It was printed on a LaserWriter II printer.

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CLIENT SERVICE REPORT

Representing XYZ Corporation:	Sue Jones
Distribution at XYZ, Corporation:	above and John Berg
Representing USCC:	Terri Downs
Distribution at USCC:	above and Bill Soular, Peter Breuer
Subject:	Winter Promotion
Date:	September 4, 1990

BACKGROUND

On Monday, Septamber 3, XYZ Corporation and USCC discussed a variety of open issues regarding the winter promotion in a telephone conversation.

DECISIONS MADE

- Promotion will be launched in all sales areas on December 1, in order to take advantage the holiday season.
- Three promotional partners have been identified and will be contacted by USCC during the next week to determine their interest in participating.
- USCC will be responsible for all of the creative development and program execution.

ACTION REQUIRED BY XYZ Corporation

- S. Jones to provide T. Downs with the approved budget by September 7.
- S. Jones to provide B. Soular with information regarding the training needs of the sales force by Monday, September 10.

U.S. Communications

U.S. Communications, a marketing agency, has offices located in Minneapolis and Chicago. They offer expertise in strategic research, planning and execution for all areas of marketing including promotion, direct marketing, event marketing and collateral development. They use a wide range of Macintosh computers and peripherals for account work, budgeting, and creative functions.

U.S. Communications serves as the agency of record for clients such as Apple Computer, Inc., GTE Telephone Operations, Oscar Mayer Foods Corporation, Mobil Oil Credit Corporation, and The Quaker Oats Company. This document, a client report, was created using Microsoft Word.

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David E. Bunker, CPA, P.C.
Certified Public Accountant
2059 East 3900 South, Suite 202
Salt Lake City, Utah 84124
(801) 272-9917

October 18, 1990

Independent Auditor's Report

Board of Directors
XYZ Corporation
Salt Lake City, Utah

I have audited the accompanying balance sheet of XYZ Corporation as of June 30,1990, and the related statements of income, retained earnings, and cash flows for the year then ended. These financial statements are the responsibility of the Company's management. My responsibility is to express an opinion on these financial statements based on my audit.

I conducted my audit in accordance with generally accepted auditing standards. Those standards require that I plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. I believe that my audit provides a reasonable basis for my opinion.

In my opinion, the financial statements referred to above present fairly, in all material respects, the financial position of XYZ Corporation as of June 30,1990, and the results of its operations and its cash flows for the year then ended in conformity with generally accepted accounting principles.

David E. Bunker, CPA, P.C.
Certified Public Accountant

David E. Bunker, C.P.A., P.C.

David Bunker is a sole practicing C.P.A. with 2 employees. He owns 2 Macintosh computers and uses them for client tax preparation, client accounting, invoicing, memos and letters. This audit opinion document was created using Microsoft Word and printed on an HP Deskwriter printer.

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Made on Macintosh®

Form 706 United States Estate (and Generation-Skipping Transfer Tax Return)

Estate of a citizen or resident of the United States (see separate instructions). To be filed for decedents dying after December 31, 1989, and before January 1, 1993.

PART 1.--DECEDENT AND EXECUTOR

1a Decedent's first name & m. i. (& maiden name)	**1b** Decedent's last name	**2 Decedent's soc. security no.**	
3a Domicile at time of death	**3b** Yr. domicile estab.	**4** Date of birth	**5** Date of Death
6a Name of executor (see instructions)	**6b** Executor's address (no. & street, apt. no. or rural rt., city, town, or p.o., state, & zip		
6c Executor's social security number			
7a Name & loc. of court where will was probated or estate administered			**7b** Case Number
8 If decedent died testate, check here ___ and attach a copy of the will		**9** If Form 4768 attached, check here __	
10 If Schedule R-1 is attached, check here ___			

PART 2.--TAX COMPUTATION

1	Total gross estate (from Part 5, Recapitulation, Page 3, item 10)		1	
2	Total allowable decuctions (from Part 5, Recapitulation, page 3, item 20)		2	
3	Taxable estate (subtract line 2 from line 1)		3	0
4	Adjusted taxable gifts (total taxable gifts (within the meaning of section 2503) made by the decedent after December 31, 1976, other than gifts that are includible in decendent's gross estate (sec. 2001(b))		4	
5	Add lines 3 and 4		5	0
6	Tentative tax on the amount on line 5 from Table A in the instructions		6	
7a	If line 5 exceeds $10,000,000, enter the lesser of line 5 or $21,040,000. If line 5 is $10,000,000 or less, skip lines 7a and 7b and enter 0 on line 7c	7a		
7b	Subtract $10,000,000 from line 7a	7b	-10,000,000	

Lakin Spears

Lakin-Spears is a legal firm in Palo Alto, CA practicing real estate, family law, litigation, and probate. They use 43 Macintosh computers in their office of 41 employees. Besides the Macintosh computers, they also use Apple scanners, Apple LaserWriter printers, and a StyleWriter printer. The law firm uses the computers data filing, client documents, accounting, financial planning, and legal form processing. This form, an estate planning schedule, was created using Microsoft Excel.

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